

## Message Text

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FM AMEMBASSY LAGOS

TO SECSTATE WASHDC 4559

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E.O. 11652 : NA

TAGS : BEXP, BENP, NI

SUBJ : FISCAL YEAR 1976 COUNTRY COMMERCIAL PROGRAM-THIRD QUARTER  
PROGRAM REPORT

REF : REF: A. LAGOS 3676, (B) STATE 57457

1. COUNTRY ACTION GROUP HAS MET AND REVIEWED THIRD QUARTER ACCOMPLISHMENTS ON FY-76 COUNTRY COMMERCIAL PROGRAM AND ALSO DISCUSSED POST PROPOSALS FOR FY-77 CCP.

2. DURING LAST QUARTER POST WAS OCCUPIED WITH THREE MAJOR TRADE PROMOTION EVENTS-AVIATION AND GROUND SERVICES TECHNICAL SALES SEMINAR, THE SEMI-ARID LAND DEVELOPMENT TECHNICAL SALES SEMINAR (CANCELLED AT LAST MOMENT), AND PREPARATIONS FOR A COMPUTER-RELATED BUSINESS EQUIPMENT SOLO EXHIBITION (NOW A TECHNICAL SALES SEMINAR). IN ADDITION THE POST UNDERTOOK TWO MARKET RESEARCH EFFORTS (AGRICULTURE AND BUSINESS EQUIPMENT). MISSION HAS ALSO CONTINUED ITS REPORTING ON MAJOR PROJECTS, PARTICULARLY THOSE INVOLVING LNG, PETRO-CHEMICALS, BUT ALSO ON OTHER MAJOR PROJECTS IN THE FIELDS OF RAILWAYS, POWER GENERATION AND TRANSMISSION, CIVIL AVIATION, EDUCATION, AND HEALTH CARE. THERE WERE A SIGNIFICANT NUMBER OF OFFICIAL VISITORS INCLUDING GROUPS FROM OPEC, EXIM BANK, AND COMMERCE ADVANCE MEN FOR THE TWO TECHNICAL SALES SEMINARS.

3. EMBASSY HAS CONTINUED AND EXPANDED ITS ROLE AS A BROKER BETWEEN NIGERIA'S FEDERAL AND STATE GOVERNMENTS AND U.S.

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SUPPLIERS OF GOODS AND SERVICES. IN ADDITION TO MINISTRY

OF DEFENSE CONTRACTS AND A NUMBER OF CONSULTANCY TENDERS WE HAVE FOUND TARGETS OF OPPORTUNITY IN THE EXPANDED NEEDS OF THE NIGERIAN PRISON SERVICE AND POLICE FORCES.

4. ALL SIGNIFICANT ACTIONS REQUIRED UNDER CCP BY THE END OF THE THIRD QUARTER WERE COMPLETED.

5. POST HAS NOT YET RECEIVED TAILORED INSTRUCTION FOR PREPARATION OF THEME RECOMMENDATIONS MENTIONED REFTEL B. WE ARE ALSO INTERESTED IN PUBLICATION DATE OF COMMERCE COMPREHENSIVE SURVEY TEAM REPORT.

6. IN RESPONSE TO WCAG INQUIRY WE SUBMIT THE FOLLOWING PRECIS ON BUSINESS RECEPTION CENTER: THE EMBASSY INAUGURATED BUSINESS RECEPTION CENTER IN SEPTEMBER 1975. THROUGH THE CENTER THE ECONOMIC/COMMERCIAL SECTION IN COOPERATION WITH USIS OFFERS AMERICAN BUSINESSMEN THE OPPORTUNITY TO HOST RECEPTIONS(AT THEIR OWN EXPENSE) AND MAKE PRESENTATIONS TO GROUPS OF NIGERIAN GOVERNMENT AND BUSINESS LEADERS USING USIS AUDIO-VISUAL EQUIPMENT. IN THE PAST SIX MONTHS WELL OVER A DOZEN RECEPTIONS HAVE BEEN HELD, ALL OF WHICH WERE CATERED BY A LOCAL RESTAURANT. THESE RECEPTIONS HAVE PROVED HIGHLY SUCCESSFUL IN DRAWING AUDIENCES OF IMPORTANT DECISION-MAKING PUBLIC AND PRIVATE OFFICIALS TO PRESENTATIONS BY AMERICAN COMPANIES. THE BUSINESS RECEPTION CENTER HAS BEEN ESTABLISHED IN THE OLD COMMERCIAL LIBRARY FACILITY WITHOUT ANY MATERIALS PROVIDED FROM THE FORMER USIS BUSINESS LIBRARY. WHILE THIS ROOM WHICH HOUSES THE COMMERCIAL LIBRARY AND THREE LOCAL EMPLOYEES IS NOT AN IDEAL FACILITY, IT HAS PROVED SERVICEABLE AND SUFFICIENTLY ADAPTABLE TO ALLOW AUDIO-VISUAL PRESENTATIONS WITHOUT DISRUPTING NORMAL COMMERCIAL LIBRARY SERVICES DURING OTHER HOURS.

7. REFTEL B REQUESTED POST CONSIDER ABILITY NIGERIAN MARKET TO SUPPORT TWO SOLO U.S. EXPORT PRODUCT EXHIBITIONS IN FY-77. ASSUMING POSTPONED AMTEC OFFICE EXHIBITION (POSTPONED SPRING 1977) IS ONE OF THESE, WHAT WOULD THE THEME OF THE SECOND SOLO EXHIBITION BE? PROPOSED TWO SEMINARS, TWO TRADE MISSIONS AND TWO CATALOG SHOWS WOULD BE WELCOMED HERE. CABLE PROPOSING THREE CAMPAIGNE FOR UNCLASSIFIED

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NEXT FISCAL YEAR CCP (COMMUNICATIONS, AGRICULTURE, BUILDING AND CONSTRUCTION, SUPPLIES, EQUIPMENT AND SERVICES) AND FIVE NON-CAMPAIGNS (TRANSPORTATION, ENERGY AND POWER, PETROLEUM, TRANSFER OF TECHNOLOGY, EDUCATION) SUBMITTED TO WCAG BY REFTEL A. EASUM

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